provider; and

said web page unit comprising:

means for receiving said information user profile;

means for analyzing said information user profile;

for each of said N discrete data streams means for selecting one data stream from among a plurality of mutually exclusive data streams located within each of the N discrete data streams and outputting said selected data stream, said selection being in response to said analysis of the received information user profile.

REMARKS

The Examiner has objected to the drawings as failing to comply with 37 CFR 1.84(p)(4) because the reference characters 200 and 202 of Figure 3 have both been used to designate a "profile." In issuing this objection, the Examiner also made reference to reference characters 202 and 204. To clarify these reference numerals, 200 is a particular profile of a particular user and 202 is a file having a plurality of fields 204. More specifically, in Figure 3, reference character 200 is indicative of a profile and 202 of a file therein. In light of this explanation, it is respectfully submitted that the drawings are in compliance with 37 CFR 1.84(p)(4).

Claim 1 is rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 5,960,411 to Hartman et al. (hereinafter "Hartman"). Applicant respectfully disagrees. As an initial manner, the claimed invention (see claim 1, lines 1-3) is directed to the "tailoring of a web page to an individual user without requiring a user to disclose information that *identifies the user*." (Emphasis added.) Hartman, in contrast, is specifically related to a server that receives purchaser provided information related to not only the purchaser, but also the purchaser's payment and shipping information. That is, Hartman is simply related to a method

- 3 -

and system for making a purchase over a communications network such as the Internet whereas the claimed invention provides an advanced interface for tailoring a website so that information contained therein may be conveniently viewed by a user.

In addition to the above, claim 1 has been amended to specify that the web page comprises data organized into a plurality of discrete sections wherein each section has a plurality of mutually exclusive subsections. Further, in the claimed invention, mutually exclusive subsections related to particular personal characteristics are selected and presented in response to an analysis of the user's personal characteristics so that the web page is tailored to present its content in a manner which is most interesting to users based on their individual personal characteristics. Such an arrangement is not disclosed or suggested in Hartman. In fact, Hartman is simply directed to making purchases over the Internet and is not related to presenting web page content based on a user's personal characteristics, as claimed in this application. Accordingly, it is respectfully submitted that claim 1 is neither anticipated by nor obvious in light of Hartman.

Claims 2-6 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,269,369 to Robertson (hereinafter "Robertson") and Hartman. As stated by the Examiner, Robertson discloses a web server comprising means for receiving an information user profile. As an initial manner, the profile of the claimed invention is distinguishable from the profiles taught in Robertson and Hartman. The profile in Robertson is the type of profile that is typically inputted to a personal contact manager, because Robertson is nothing more than a networked personal contact manager. The profile in Hartman, as mentioned, includes a purchaser identifier as well as purchaser payment and shipping information. The personal characteristics which make up the profile of the claimed invention, in

- 4 -

contrast, are selected from the group of age, race, sex, income and native language. (See claim 2, lines 8-9.)

Moreover, neither Robertson nor Hartman disclose or suggest an Internet interface wherein users may create one or more user profiles that may be automatically and seamlessly communicated to a web page (upon arrival of a user to a particular web page) wherein the content of the web page may be presented according to the user's profile. (See claim 2, lines 16-19.) Accordingly, it is respectfully submitted that claims 2-6 are neither anticipated by nor obvious in light of Hartman and Robertson.

For the above reasons, Applicant respectfully asserts that the presently claimed invention is patentable over the prior art. Reconsideration and allowance of the claims is respectfully requested.

Respectfully submitted,

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- 5 -

Application No.: 09/318,917
Examiner: Cheryl Renea Lewis

MARKED UP CLAIM AMENDMENTS UNDER 37 CFR §1.121

1.   (Thrice Amended) An Internet interface for tailoring of a web page to an individual user without requiring a user to disclose information that identifies the user, the interface having a user portion and a web page portion; the interface comprising:

said user portion comprising:

a data file having a plurality of user-selectable fields, each field for describing a personal characteristic of said user; and

means for automatically transmitting said data file upon initially accessing said web page; and

said web page portion comprising:

said web page comprising <u>data organized into</u> a plurality of discrete sections, each section having a plurality of mutually exclusive subsections;

means for receiving said data file; and

means for analyzing said plurality of user-selectable fields of said data file; and

means for selecting one of said mutually exclusive subsections for each section in response to said analysis; whereby said web page presents a plurality of sections to said user, each of which is related to one or more of said personal characteristics.

2.   (Thrice Amended) An Internet interface comprising a user unit and a web page unit for interfacing an information user with an information provider; said information provider providing at least N discrete data streams, the interface comprising:

said user unit comprising:

means for automatically generating an information user profile having at least one user-selectable data field, said at least one user-selectable data field for identifying characteristics particular to said user, said characteristics selected from the group of age, race, sex, income and native language; and

means for automatically transmitting said information user profile over the Internet to the information provider upon accessing said information provider; and

said web page unit comprising:

means for receiving said information user profile;

means for analyzing said information user profile;

for each of said N discrete data streams means for selecting one data stream from among a plurality of mutually exclusive data streams <u>located within each of the N discrete data streams</u> and outputting said selected data stream, said selection being in response to said analysis of the received information user profile.

- 7 -